

**ABSTRACT OF THE DISCLOSURE**

A method and apparatus for quantifying and rating customer demand based on measuring desires, delivery and dollars paid. The 3-D customer demand rating method and apparatus provides a series of steps for building, collecting, indexing, rating and analyzing the demand levels customers have for a particular supplier. Customers submit their desires for a set of attributes and evaluate a supplier's ability to delivery them for a given price. Indexed scores for desires, delivery and dollars paid with common scales provide direct comparison and interpretation of which attributes suppliers deliver on best. Demand ratings for each supplier provide a way to benchmark competitors. Groups of customers that possess similar levels of desire and are willing to pay the same price are created. These demand segments are then used so suppliers can create the right mix of Attributes to offer at the right price.